

ADVERTORIAL: Business owner's solution to keep EU imports simple under new Brexit rules

Since January 1, 2021, businesses have been able to delay import declarations for up to 175 days from when the goods arrived in the country.

However, from January 1, 2022 full declarations must be made at the time of importing and can no longer be delayed.

Cambridge-based business Capikooa was started three years ago by Maria Bataller and Warren Raven and relies on [bringing in goods from the EU](#).

Frustrated with poor-quality plastic toys, and making use of Warren's product development experience, they came up with the idea of a balance board aimed at the children's market.



Capikooa toys are imported from the EU UK-based Capikooa sources the wood for the toys from France, while the boards are made in Spain. It then imports them from the EU and sells them direct to consumers and wholesale to retailers.

“We knew we had to be aware of all the new trading rules, so together with our transport company we’ve been able to continue trading with Europe,” Maria explains.

The business uses a customs agent to deal with customs declarations and clearance of duties, and Maria is considering registering for simplified declarations in the coming year. Businesses have the option to apply for authorisation to use simplified declarations for imports, which will allow them to move goods into a customs procedure without having to provide a full customs declaration.



Capikooa has taken steps to continue its success
For businesses not yet equipped for the new requirements,
Maria has some advice: “We’ve found the [Government webinars](#)
and videos on YouTube really useful to tell us what we need to
do when.”

She also advises, “Work with a transport company that can help
you deal with customs declarations and clearance of VAT and
duties.”

Visit gov.uk/import-goods-into-uk to prepare for the new rules
today.

Top tips for new EU-to-GB rules

- **Full declarations must be made at the time of importing from January 1, 2022.**
- **Use the step-by-step guide on gov.uk to make sure your business is prepared.**
- **Work with a customs agent, courier or freight-forwarder.**
- **Apply for authorisation to use simplified declarations for imports.**

The change does not yet apply to goods moving from Ireland to Great Britain.